MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023

DLS5024 – DIGITAL LOGISTIC AND SUPPLY CHAIN MANAGEMENT

(All sections/Groups)

12 JULY 2023
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 3 pages with 1 section only.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Sheet provided.

Structure Question (100 Marks)

QUESTION 1

> Zara is a high-fashion concept offering apparel, footwear and accessories for women, men, and children, from new born to adults aged 45. The firm considered outsourcing everything from the procurement function to production and manufacturing.

Statement 1

(a) According to Statement 1 above, define outsourcing. (2 marks)

(b) Briefly explain **FIVE (5)** benefits of outsourcing if Zara continues outsourcing. (10 marks)

(c) Briefly describe **TWO (2)** main reasons why Zara needs to outsource. (4 marks)

(d) List down any **FOUR (4)** hierarchical model to be decided by Zara whether to outsource or not. (4 marks)

(Total: 20 marks)

QUESTION 2

(a) Global supply chains are exposed to similar risks as those faced by domestic supply chains. Give any **FIVE (5)** sources of risks in the global supply chain. (5 marks)

(b) State any **THREE (3)** factors impacting exposure to risks. (3 marks)

(c) Briefly explain **FOUR (4)** approaches to flexible strategy in managing global risks. (8 marks)

(d) Provide **FOUR (4)** miscellaneous danger issues that firms must face as they expand their supply chains globally. (4 marks)

(Total: 20 marks)

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QUESTION 3

> Supply chain needs to be considered in any product, sales, and business strategy and provide a competitive advantage leading to increased customer value. Every dimension can differentiate a company's offering and its impact on operations challenges and strategy.

Statement 2

(a) According to Statement 2 above, define customer value. (2 marks)

(b) There are several dimensions of customer value that can impact the business strategy. Provide the **FIVE (5)** dimensions of customer value. (5 marks)

(c) Company provides the customer' experience through engaging with individual customers in a way that creates memorable events and then increase customer value. State the **EIGHT (8)** steps to customer experience. (8 marks)

(d) Information technology (IT) provides many benefits for consumers and businesses. Give any **FIVE (5)** benefits of IT to consumers and businesses. (5 marks)

(Total: 20 marks)

QUESTION 4

(a) Briefly explain **FOUR (4)** major goals of IT from the perspective of supply chain management. (8 marks)

(b) Illustrate in a graphical form the flow of information and product in the supply chain. (9 marks)

(c) Analytical tools such as Decision Support System (DSS) are one of the supply chain system components and the appropriate DSS depends on certain situations. State **THREE (3)** dependency situations of DSS. (3 marks)

(Total: 20 marks)

Continued ...

QUESTION 5

(a) Briefly describe **FOUR (4)** reasons of IT field that evolve to a high standard. (8 marks)

(b) Provide **FOUR (4)** major phases of IT standardisation. (4 marks)

(c) Define Radio Frequency Identification Devices (RFID). (2 marks)

(d) State **THREE (3)** benefits of RFID to retailers and **THREE (3)** benefits of RFID to manufacturers. (6 marks)

(Total: 20 marks)

End of Paper